Over 400 University Students Engage in Pearl Initiative's Governance Education Session in Collaboration with University of Bahrain.

- Over 400 students joined Pearl Initiative's virtual Business Pledge session in collaboration with the University of Bahrain.
- The session highlighted the critical role of strong governance in building a sustainable and responsible business future.
- In the past 5 years, Pearl Initiative has engaged more than 27,000 students across the region through its Business Pledge programme.
- These collaborations reflect Pearl Initiative's commitment to equipping the next-gen leaders with the values and guidance needed for ethical, long-term success.

Sharjah, UAE – 20 October 2025: Over 400 university students came together on 7 October 2025 for a dynamic virtual Business Pledge session, to explore the principles of ethical leadership and accountability, marking a successful collaboration between Pearl Initiative and the University of Bahrain.

The event is part of Pearl Initiative's Business Pledge Programme, which aims to instil values of ethics, accountability, and strong governance into the minds of future business leaders, highlighting the Gulf region's growing commitment to governance education.

Pearl Initiative, a non-profit organisation focused on strengthening corporate governance in the Gulf region, remains committed to fostering awareness and accountability among future business leaders.

Over the past 5 years, Pearl Initiative has engaged with more than 27,000 students across the Gulf region, underscoring its commitment to cultivating ethical leadership through corporate governance among the future business leaders.

The Business Pledge Programme by Pearl Initiative was launched in 2017 in partnership with the United Nations Global Compact during the Regional Forum for Sustainability in Action. It is designed to spotlight the private sector's role in driving responsible and sustainable growth in the Gulf. Through a series of interactive sessions with universities across the region, the initiative seeks to embed ethical leadership and sound corporate governance practices into the mindset of the next generation.

The University of Bahrain session featured Noor Bukamal, Director of Corporate Governance & Board Secretary at Beyon, Bahrain. Noor delivered an insightful presentation on the fundamentals and significance of corporate governance, underscoring its role in ensuring accountability, transparency, and ethical decision-making. She clarified the distinction between governance and compliance, highlighting governance as a proactive and strategic approach, in contrast to the reactive nature of compliance.

A key focus of the discussion was the connection between Environmental, Social, and Governance (ESG) principles and sustainable business operations, with governance presented as the enabler of sustainability. Noor also provided an overview of Beyon's corporate governance and ESG initiatives, including its alignment with 11 of the United Nations Sustainable Development Goals. She highlighted flagship programmes such as the Green Energy Programme and the Sustainability Innovation Hub, exemplifying how companies in the Gulf are embedding ESG into core business strategies.

The session concluded with a powerful message: the value of good governance in fostering long-term growth, building long-lasting trust, and creating shared value for both businesses and society.

Pearl Initiative welcomes expressions of interest from universities and companies across the Gulf region to partner on co-hosting future Business Pledge sessions. Through such collaboration, organisations have the opportunity to contribute to shaping the next generation of ethical business leaders, while strengthening their commitment to governance, accountability, and sustainable growth in the region.

About the Pearl Initiative

Pearl Initiative is the Gulf region's leading independent, non-profit organisation working to promote the business case for a corporate culture of accountability and transparency. Established in 2010 by regional business leaders in cooperation with the United Nations Office for Partnerships, the Pearl Initiative is the only private, non-profit Gulf business network to receive special consultative status from the United Nations Economic and Social Council. The Pearl Initiative runs a series of corporate governance related programmes, including Anti-Corruption Best Practices, Diversity in Business Leadership, Governance in MSMEs, Governance in Family Firms, Governance in Tech, and Governance in Philanthropy. The organisation also conducts locally relevant research, hosts workshops and executive education training sessions, and convenes business leaders, policymakers, students, and non-profit executives to encourage a proactive approach to implementing best practices in the workplace across the Gulf region.